



Tourism*i*mpact

November '25

A monthly snapshot of the impact tourism has on our local community



Celebrating a Legacy and New Opportunities



Discover Green Bay is marking a bittersweet moment as Patti Drabes, our longtime Convention & Event Services Manager, prepares to retire after 34 years of dedicated service. Patti has played a key role in welcoming visitors and elevating events throughout the region, leaving a lasting impact on our hospitality community.

As we look ahead, Discover Green Bay is expanding its team with two new positions: an Event Services Specialist, who will help connect visiting groups with local businesses and ensure unforgettable experiences, and a Sports Sales Manager, who will support the growing sports tourism market and attract high-impact events to Greater Green Bay.

These additions reflect our continued commitment to strengthening the visitor experience and driving economic growth across the region.

Events Impact

November conventions and sporting events accounted for 6,902 room nights and an economic impact of \$5,061,575.

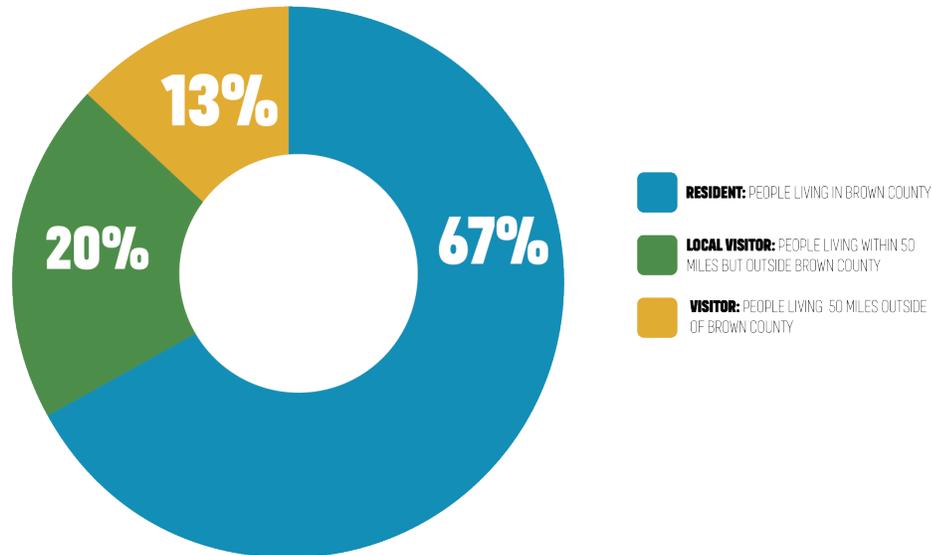
Significant conventions and sports events held in November 2025:

- Professional Dairy Producers of Wisconsin
- Wisconsin Well Women's Program – DHS Focus Conference
- WIAA State Volleyball Tournament
- Wisconsin Lions District Meeting
- Northern Athletics Collegiate Conference – NACC Cross Country Championships
- Wisconsin Association of School Boards – Fall Leadership Tour
- Wisconsin Housing Alliance



A Little Data

% OF SPEND (YTD) *By Visitor Type*



On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make an economic impact. We're proud to share these recent bookings!

- **National Shrine of Our Lady of Champion Assumption of the Blessed Mary**
August, 2026
- **USA Hockey – Youth Tier I 150 & 16U**
March, 2026
- **National Shrine of Our Lady of Champion – Inaugural Solemnity of Our Lady of Champion at the National Shrine**
October, 2026
- **Crane Group – Tech Expo**
May, 2027
- **Great Lakes Logging and Heavy Equipment Expo**
September, 2028
- **National Mastitis Council – Regional Meeting**
June, 2026



The Numbers

Top: STR Report - A dive into how Green Bay stacks up compared to fellow destinations in monthly, and year to date occupancy rate and average daily rate. *NOTE: DGB does not receive the STR report until mid-month. It will be a month behind the rest of this report.*

Bottom: Monthly Report - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

	October 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	57.8	-6.3	142.72	-6.6	56.7	2.5	130.66	4.5
Wisconsin	60.8	0.8	132.55	2.2	57	2.6	132.03	1
Milwaukee	63.5	2.6	134.57	7.5	60.8	2.7	133.49	-3.2
Madison	68.7	-0.4	165.93	-0.5	62.4	1.5	142.38	1.6
Appleton/Oshkosh	55.3	-6.9	115.55	-1.8	56.6	0.6	120.35	2.9
Door County	61.2	-1.7	146.52	-0.6	56.8	1.5	142.4	3.3
Eau Claire	59.6	-0.4	110.8	-0.7	52	-3.9	109.43	0.1
La Crosse	65.9	1.6	132.45	6.7	58.5	2.6	128.75	5.3
Wisconsin Dells	54.9	0.7	122.53	3.6	55.5	4.6	143.82	-0.3
Wausau/Stevens Point	57.7	-0.4	117.47	-0.8	52.8	2.4	119.45	0.6

Most Recent Data from Smith Travel Research OCC = Hotel Occupancy ADR = Average Daily Rate

Sales	November	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	13	172	210	81.90%	180
Future Room Nights from Leads	9,216	111,860	115,000	97.27%	106,960
Confirmed Future Room Nights	11,947	224,702	210,000	107.00%	179,749
Confirmed Economic Impact of confirmed	\$7,677,569	218,905,885	\$135,000,000	162.15%	\$129,041,595
Convention/Sports Services					
Events Serviced	10	149	150	99.33%	149
Online Housing Reservations	1043	3901	3,000	130.03%	3736
Motorcoach Sales					
Sales Leads	0	10	100	10.00%	49
Partnerships					
New Partners	3	52	60	86.67%	50
Renewing Partners	27	187	240	77.92%	172
Revenue	\$7,567	\$76,037	\$82,800	91.83%	\$64,004
Marketing/Media	November	YTD 2025	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	55,446	961,040	725,000	132.56%	590,533
Pageviews	82,643	1,836,672	2,500,000	73.47%	1,841,267
E-newsletter Database - New Subscribers	13	10,972	5,000	219.44%	2,527
Social Media Impressions	1,157,277	33,976,624	8,500,000	399.72%	5,638,561
Earned Media					
Journalist Support	3	54	24	225.00%	80
Tracked Stories	23	1,343	1500	89.53%	741
Total Potential News Reach	384,030,000	13,237,060,000	9,000,000,000	147.08%	8,984,940,000
Publicity Value	\$3,552,241	\$128,330,747	\$95,000,000	135.08%	\$83,451,307
Visitor Services	November	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	108	7,792	30,000	25.97%	24,176
Destination Guide Mailings	2,606	122,299	30,000	407.66%	21,171
Brochure Distribution	2,686	160,744	350,000	45.93%	283,610
Mobile Visitor Center Events Days	3	106	55	192.73%	34
Visitor Center Visitors/Mobile Visitor Guests	861	48,760	40,000	121.90%	5,120